

News Release



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AMTRAK UNVEILS “MY TRACK TO SUCCESS” TESTIMONIAL CAMPAIGN TARGETING MULTICULTURAL CONSUMERS IN THE NORTHEAST CORRIDOR

“As a sportscaster, businessman, and family man, riding Acela gives me time to recharge....” – Network Broadcaster and Entrepreneur

WASHINGTON & ATLANTA - Today Amtrak, and its multicultural agency IMAGES USA, unveiled a new *Acela Express* advertising campaign targeted to African American and Hispanic consumers entitled, “My Track to Success.” The print and online campaign features African American and Hispanic business leaders, community leaders, and entrepreneurs including sports commentator James Brown, former Washington, DC mayor Sharon Pratt, celebrity photographer Johnny Nunez and Ballet Hispanico director Tina Ramirez.



The testimonial-style campaign features images of African American and Hispanic business travelers who are also loyal *Acela Express* passengers. Via personal testimonials, they share their thoughts about the experience and benefits of traveling on *Acela*.

“As a sportscaster, businessman, and family man, riding *Acela* gives me time to recharge,” says HBO’s Brown in his testimonial adding, “I can read, review game notes and football stats, return calls, and even watch the back of my eyelids after a game. With my hectic schedule, I often make a mad dash to

Acela to get home for a date night with my wife.”

“For me, *Acela* is a change of pace,” said Ramirez in her testimonial. “It’s a quiet comfortable atmosphere. I can relax, kick my feet up, and catch up on my reading. That’s how I stay one step ahead.”

A scheduled release through fall 2009 includes regional African American and Hispanic online, email blasts, and placements in publications such as *Black Enterprise*, *The Network Journal*, *Hispanic Business*, and *Latin Business*.

“With this campaign, we sought to highlight the unique benefits of riding Amtrak that appeal to business travelers,” said Darlene Abubakar, Amtrak’s director of National Advertising. “We wanted to deliver a personal message -- directly from loyal *Acela* passengers -- on why *Acela* is their preferred mode of transportation when traveling in the Northeast Corridor.”

The complete list of participants in the “My Track to Success” ad campaign includes:

- Pamela Galloway-Tabb – Vice President, General Services, Newseum
- Sharon Pratt – Executive Vice President, Business Intelligence Solutions
- Charles D. Smith – Former NY Knicks basketball player and Executive Director, National Basketball Retired Players Association
- Julius W. Robinson – Vice President, Global Sales Intermediaries, Marriott International, Inc.
- Monica P. Hawkins – Founder and CEO, Professional Pipeline Development Group
- Emilio Pardo – Chief Brand Officer, AARP
- Frederick Cruz – Manager of Business Operations and Support, Verizon Data Services
- James Brown (“JB”) – Network Broadcaster and Entrepreneur
- Tina Ramirez – Founder and Artistic Director, Ballet Hispanico
- Floyd W. Green, III – Head of Community Relations, Aetna
- Johnny Nunez – Celebrity Photographer
- Lillian Rodriguez Lopez – President, Hispanic Federation

About Amtrak

Amtrak has posted six consecutive years of growth in ridership and revenue, carrying more than 28.7 million passengers in the last fiscal year. Amtrak provides intercity passenger rail service to more than 500 destinations in 46 states on a 21,000-mile route system. For schedules, fares and information, passengers may call 800-USA-RAIL or visit Amtrak.com.

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes America Online (AOL), Amtrak, Sara Lee, AARP, National Black Arts Festival, International Speedway Corporation, Brown Foreman, Scientific Games, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.

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